

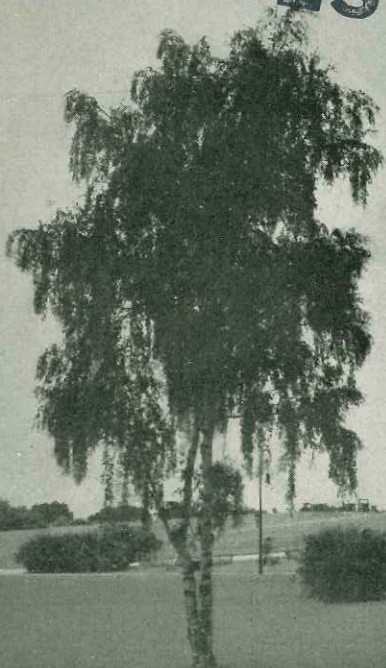
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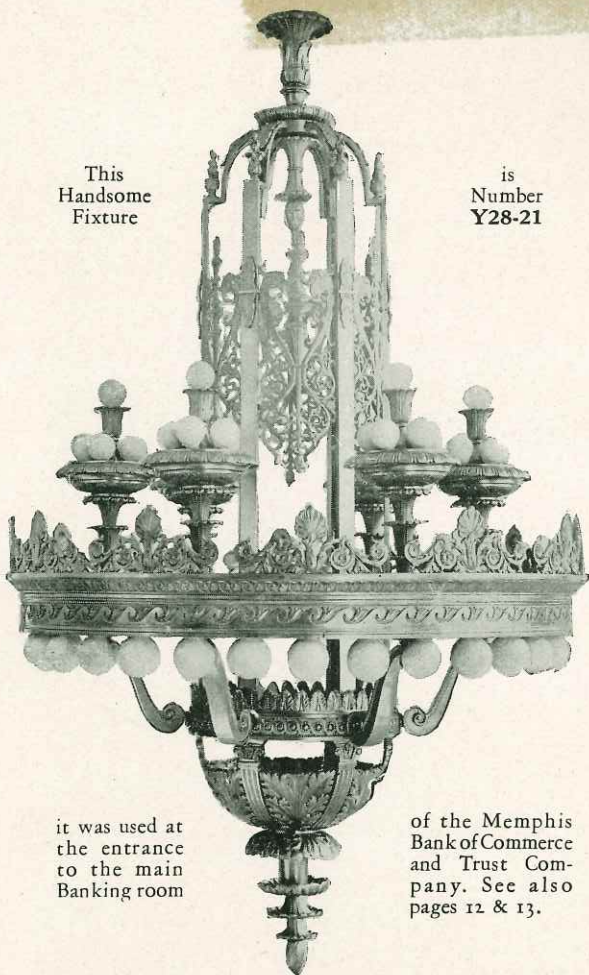


Beardslee Talks

RETURN TO
DESIGN DIV.



January 1930



This
Handsome
Fixture

is
Number
Y28-21

it was used at
the entrance
to the main
Banking room

of the Memphis
Bank of Commerce
and Trust Com-
pany. See also
pages 12 & 13.

Michigan Schools

Marshall High School has a fine new auditorium and to make it perfect, the Smith Electric Company of that city has **Beardslee** equipped it with thirteen 4-lt. (E29-59) and six 1-lt. ceiling lights (H29-133). For the foyer four 5-lt. (C28-108) and two 2-lt. (N25-108) brackets were used.

Birmingham has a school to be proud of and is now prouder still with its new **Beardslee** exterior lighting in Bronze, installed by Illuminating Engineers, Inc., of Detroit.

BEARDSLEE TALKS

EDITED AND PUBLISHED BY

BEARDSLEE CHANDELIER

.. MFG. CO. ..

216-220 So. Jefferson St.
CHICAGO



Vol. XII

JANUARY, 1930

No. 1

*With Hearty Greetings and Good
Wishes for the New Year*

Beardslee Chandelier Mfg. Co.



TO some concerns prosperity seems to come naturally, even though they are in a highly competitive business. They hold the patronage of customers for years. Why is this?

Because they are more service-conscious than money-conscious. Their patrons confide in them. Their employees are proud, not jealous of their firm's success. Their customers, whether they buy each time or not, are treated like guests. There is nothing to hide, and so nothing is hidden. The customers forget the prices they pay, knowing them to be fair, and remember the pleasure that buying brings.



SAVE A DAY

Save a day by telephoning your order—our telephone number is

MONROE 6530

and for still greater teamwork and efficiency, look now and see if you have the *24-hour shipment catalog, No. S-9*. If not ask for it to-day. It's a time saver, a sale saver, and a profit saver. It is a recognized standard of comparison, giving you immediate access to a large and varied stock and the 3000 Through Package Cars leaving Chicago every day gives you express service at freight rates. "Well equipped" is a worthy slogan. *You cannot get business unless you are in condition to handle it.*

Page Three

IMPORTANT DATES....CAN YOU

GET-TOGETHER TIME: meeting - old - friends time: getting-acquainted-with-new-friends time: take-a-look time: see-new-items and get-new-ideas time: a profitable time: a darn-good time—*that's February 9th to 15th.*

Things are all set—for all these times—and more too—at the Convention and Fixture Market of the Artistic Lighting Equipment Association at Washington, D. C.—*that's February 9th to 15th.*

Comes the show, as the movies say—things begin to hum—everybody—dealers, architects, interior decorators, illuminating engineers, building contractors, lighting fixture manufacturers—all who are going to do a good job of lighting and get their price for it—in 1930—seeing, greeting, hearing, talking—new products—improvements—sales points—new merchandising plans—*that's February 9th to 15th.*

Serious Business

Attendance at the business sessions—talks by nationally famous experts on illumination, manufacturing and marketing—*worth the trip alone.* Contact with reliable sources of supply—getting the intimate news of your industry and the men who make it and, worth still more to you, you will be able to go back home with definite information and say with authority to architects, builders and owners, “this is new and this is coming.”

And what better advertising can you have, than to have it known, that you have gone to Washington to study the trend of things in your industry and if the best and newest is wanted in Lighting Fixtures, you can supply them. Your local newspaper will be glad of this item of news.



AFFORD TO STAY AWAY?

And Not So Serious

Everybody—howdy Bill—howdy Gus—there goes Jim Fixter of Fixter Bros. with his little memo book—over there is Watt A. Bulb from St. Louis—Larry Lampe and Harry Highlite of New York in a huddle—Ken Kanopi from the coast is on the job—over in that booth is Fred Farmer giving Andy Bracket and Tom Pendant the low-down on the *Beardslee* line—while in the corner is Jack Socket unfolding the Lighto story to an important dealer—and so it goes—contacts—connections—lasting friendships—and some sales.

Social Stuff

Lunches and dinners at the Mayflower Hotel—one of Washington's best—lots of social doings—dinner dances—a show—more dancing—motor bus trips to interesting places—and a host of other good times—*that's February 9th to 15th.*

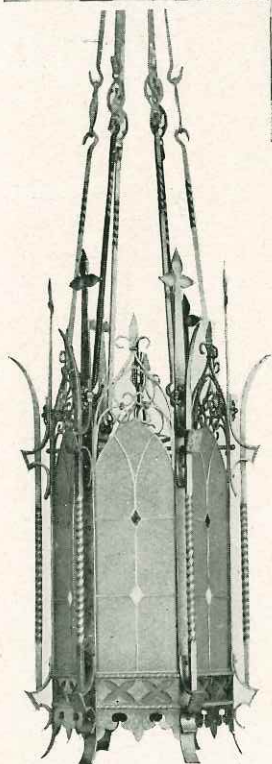
Don't Kid Yourself

Come—don't kid yourself you can't spare the time from business or that you haven't the money to spare—you take a trip somewhere in the summer time—spending money for hot dogs, gas, tire repairs and other things and call it a vacation. If you can't afford but one trip a year, make it a business trip and pleasure trip combined—and get double value.

Look us up—at Space 8, and get acquainted—you are assured a hearty welcome—something new to see—remember how interesting, informing, eye-opening—the *Beardslee* display of Modern Art Fixtures was last time—we will expect you to make yourself at home with us—*that's February 9th to 15th.*

The photographs on these pages and on our front cover (© Harris-Ewing) were kindly loaned by the B & O Railroad.





Enduring Beauty

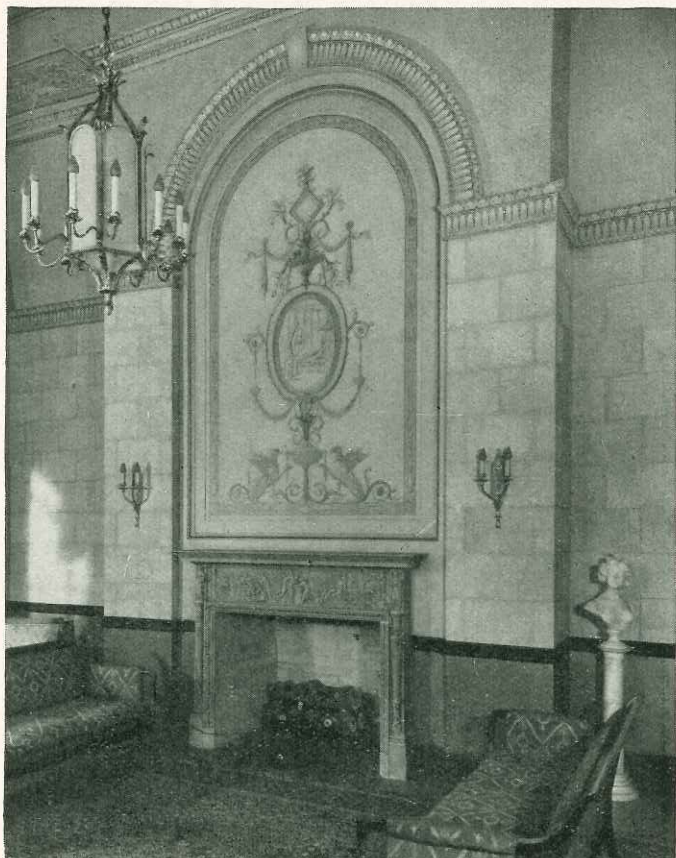
WHEN an architect has created a fine building, with a beautiful interior, he naturally wants the full beauty of that interior carried out to the last detail.

The dignified, harmoniously proportioned lanterns, (K28-223) illustrated here, were made in *Beardslee* shops for the new "Old Main" Auditorium-Chapel of Westminster College, New Wilmington, Pennsylvania.

Beardslee specializes in Lighting Fixtures for Churches, Banks, Public Buildings, Schools, etc. Send plan or photo for intelligent, helpful suggestions, given promptly, without obligation.

Beg Pardon

BEARDSLEE Talks, front cover, December issue, illustrated a handsome Beardslee-made Lighting Fixture. Mitchel and Halbach Company, Interior Decorators and Furnishers, 203 North Wabash Ave., Chicago, who supplied this fixture, tell us that it was for Mr. W. T. Hale's residence in Long Beach, Cal., not San Diego as we had it on page 2. Mitchel and Halbach Co., also executed the interior decorating and designed the combination electric fan and ceiling fixtures used in the Texas State Hotel, Houston, Texas, that were illustrated in *Beardslee* Talks, December issue, page 17.



Beardslee Fixtures and Zenitherm

To plan a hospital reception room without the usual austere and forbidding atmosphere was Architect Albert L. Thayer's aim. He used Zenitherm in warm, golden tones for the walls and then **Beardslee** Lighting Fixtures put on the final cheery touch. Installation was in the Stark County Tuberculosis Hospital, Louisville, Ohio.

Beardslee Talks—Effective

A picture in November **Beardslee** Talks, helped the Oldenburg (Ind.) Electric Light and Power Co., sell a 24 light **Beardslee** fixture (C24-279) for installation in the chapel of the Sisters of St. Francis.

Eight No. 4579, 500 watt *Denzars* are now lighting the new office of the Copper District Power Co., Ontonagon, Mich. They were sold and installed by Ontonagon Public Service Co.

A complete new outfit of **Beardslee** Lighting Fixtures is now delighting the eyes of the congregation of S. S. Cyrillas & Methodius Church, Lemont, Ill. Carl J. Erickson of Lemont was the electrical contractor and Leo Brielmaier & Son of Milwaukee, Architects.

Shaded

WILLIAMSON
N. THOMPSON'S LIGHT

Light



NOT in years has there been such an outstanding improvement in Lighting Fixtures as "Williamson" Shaded light. Its greatest appeal is eye comfort. The light is thoroughly diffused, eliminating harsh glare and sharp shadows, yet reaching every far corner of the room. And with a full measure of beauty, distinction and efficiency.

The glass shades absorb scarcely any light, do not collect dust and are easily detached and cleaned—no screws, just lift out and as easily replaced.

The fixture shown above and on the opposite page is No. 25—five lights. List price \$50.00. The living room is in the residence of C. C. Bierman, Springfield, Illinois and the fixtures were installed by United States Electric Company of that city.

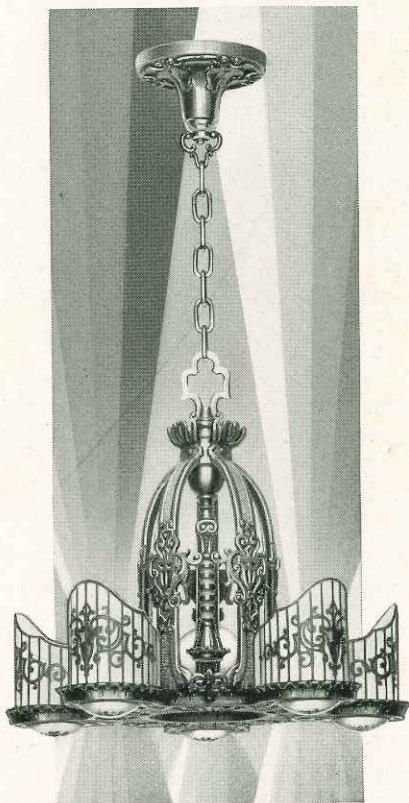
Radically Different

TO the dealer the advantage of "Williamson" Shaded Light is that it is something new, different and better and that means less sales resistance—it is peculiarly well adapted for new homes and apartments or refixturing old ones.

Dealers who stock it say it is a real repeater. If you have not made the acquaintance of "Williamson" Shaded Light, better do so now. Send for catalog D-9.

**No. 25-L
Shaded
Light**

**List
Price
\$50.00**

**Denzars for Texas Church**

Manning Electrical Co. of Del Rio, Texas, made good use of Catalog 44 and sold 12 Denzars, Number 4561, for a church in that city.

Someone once wrote "If a man lie down with dogs he must not be surprised to wake up with fleas."

Perhaps this truth might be applied, among other businesses, to the Lighting Fixture business. For example:

If you have no set price, but allow your customers to bargain with you, can you blame them for considering your *regular* prices too high?

If you constantly feature price in your selling talk, aren't you educating your customers to think in terms of price and indirectly benefiting competitors whose business is based on price *alone*.

If you permit your stock to run down, won't such annoyances in time cause people to patronize stores where stocks are always complete?

This caught our eye in a recent Westinghouse adv. "Darkness is no longer another word for night."



No. 43

List Price \$16

At the End of the Day

to come home to a softly, adequately lighted home, with its subtle welcome speaking warmth, ease and comfort—to slip into slippers and an easy chair—your favorite magazine and cigar—serene, peaceful, content—a cozy room with no harsh shadows and no harsh glare—reading without strain—relaxed thoroughly—then you enjoy to the full, that great luxury

**Williamson
Shaded
Lighting**



IN *Williamson* Shaded Light Fixtures no lamps are visible. Artistic glass shields transform the glare of the concealed lamps into a soft, mellow radiance, restful, efficient and without sharp shadows. It is the first notable improvement in lighting fixture design in many years. The above installation is in the living room of the residence of Ray Elliott, Springfield, Ill. The fixture is a No. 35 *Williamson* Shaded Light Fixture, List Price \$40.00, and was furnished by United States Electric Co. also of Springfield.

Strictly Business

The shrinkage in stock broker's loans is nearly three billion dollars and this money is now available for building as well as other things. The cost of mortgage loans was high, because big profits in the stock market seemed sure, and 6% returns were not attractive to the investor.

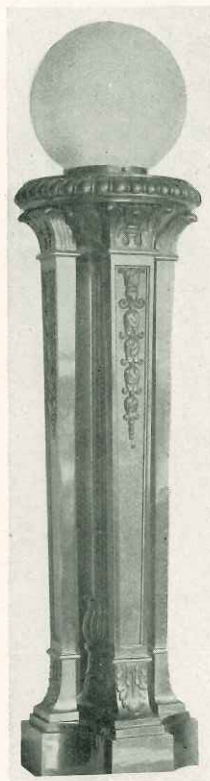
All those who were bulls in the stock market didn't buy on margin, and still own their stocks and bonds. They can still build homes. Many of those who speculated have learned a lesson and will give more thought to building investments.

There is over five billion dollars of building scheduled ahead.

Memphis—Bank of Comm

Completely **BEAR**

Space forbids the showing of complete, stately, modern Bank Building, just Hanker and Cairns, Architects. At the and to the right, the ladies' lounging both rooms and those below and in a part only of the complete installation, various types were made by **Beards** Baker & Tindall, lighting fixture de



J29-45



H29-112



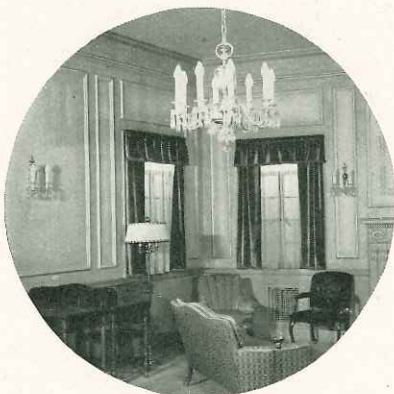
Merce and Trust Company

DSLEE Lighted

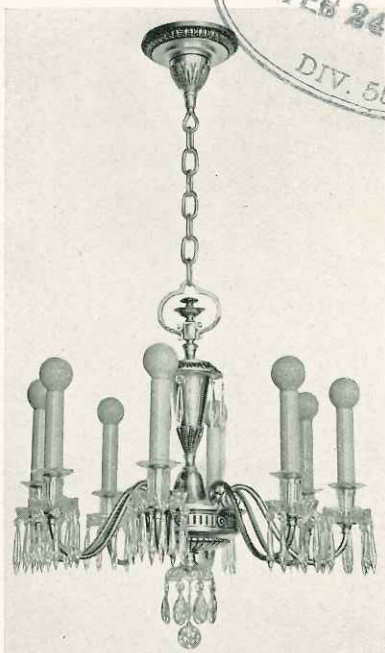
ere inside and outside views of this
erected under the supervision of
left is a view of a conference room
y room. The fixtures illustrated in
the main banking room picture are
tion. All together 444 fixtures of
ee and supplied through Cronin,
alers of Memphis, Tenn.



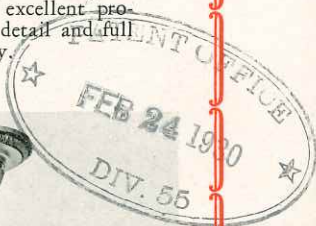
E28-495



The architect's point of view was faithfully followed, resulting in lighting fixtures of excellent proportions, perfect in detail and full of charm and beauty.



C28-251



A LITTLE JOURNEY

MOST of us take Lighting Fixtures for granted—we see so many designs and sizes of them every day—and they give so little trouble and demand so little attention, that we look on them as commonplace, everyday articles. A particularly well designed, handsome fixture may call forth some passing comment and that's all. Lighting fixtures are as familiar as any other article in common use and if it's passably good looking and harmonizes with its surroundings, we accept it as one of to-day's conveniences and necessities.

An Interesting Story

Yet, there is a very interesting story in the making of a first class lighting fixture. We propose to tell it, as far as limits of space will permit and take you on a personally conducted tour through the *Beardslee* factory where the art and technique of lighting fixture designing and manufacturing has been brought to a high state of efficiency.

At *Beardslee's*

Stepping off the elevator at the second floor of the *Beardslee* building (six floors and basement entirely filled with *Beardslee* activities) we find ourselves in the general offices. They are very much like any other offices, except that worth noting is the unusually complete records in full detail covering costs, orders and their manifold details, specifications, blue prints, original drawings, photographs—everything segregated and filed in such fine order, that every last detail of a fixture made specially, that may, for instance, have been delivered 10 years ago or only 10 days ago, is instantly available—making duplication of the order or any part of it possible—promptly and correctly.

Something Unusual

Before we leave this matter of duplicating orders—one of the most interesting sights in the *Beardslee* factory, and a very unusual one—the pattern vaults—is found in the basement, away down among the bulk storage, the engine room and everything else that finds its way to the average basement.

We arrive at a long narrow passage; overhead the sidewalk lights throw down a dim, feeble light. To the right is the outer foundation wall, stretching away the full length of the building and completely, compactly covered with metal and wooden patterns—row on row, from floor to as high as a man can conveniently reach—many apparently duplicates, but differences show up on closer inspection—there, they hang in their hundreds and thousands—a most unusual sight.

Odd Effects

The effect of all these odd shapes—circles, scrolls, crosses, arrows, spear-heads, spirals, curves, angles, every possible outline or design that the mind of man could invent or draw—grouped in almost endless variety and hung in apparent hopeless confusion and in the dim light, you think of old castle walls, dungeons and vaults hung with medieval weapons.

With the Lights On

But, when the lights are on, a still more astounding thing comes to view. Instead of one wall, there are dozens of three-sided cubicles, built so as to afford the maximum of wall space on which to hang still more patterns.

TO BEARDSLEE LAND

Here they are in their thousands again, some very large and could only have been used as fixtures for a spacious hall: obviously costing hundreds of dollars to make. Others are quite small—one recognizes the gas cock keys of years ago—then it begins to dawn on one, that to give lasting, perfect service to *Beardslee's* customers, that a small fortune is locked up here in these vaults in metal alone, to take no account of the cost of making them.

Investing to Save

It's a big investment on *Beardslee's* part but it pays dividends to *Beardslee's* customers. With these thousands of patterns available, *Beardslee's* designers can select, combine and co-ordinate many parts (parts that may have gone into several designs in the past) into a handsome lighting fixture, that is completely new in design—just as printed notes of music may spell out a noble anthem: re-arranged, a popular opera and with yet another arrangement appear as the latest jazz hit.

In such cases *Beardslee's* customers save money, because the cost of the patterns has been absorbed on former jobs.

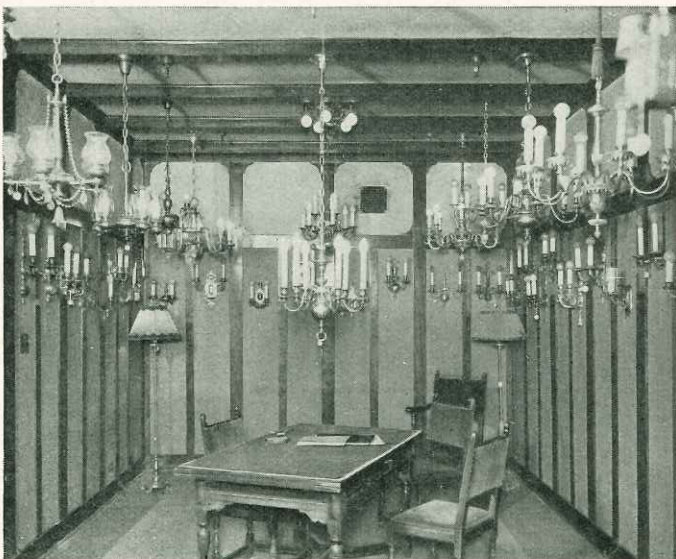
Here are patterns that have not been used for years and maybe won't ever be used again, but here they are, like good soldiers, ready to do duty, to serve *Beardslee's* customers again; to make good *Beardslee's* claim that a *Beardslee* fixture or part can always be duplicated.

You next find that every one is located for quick reference and use—that in one small cubicle alone you can count over 300 patterns and that more are being added constantly.

Going Up Again

Let's get back to the second floor, passing on the way up, the first floor where order, system and good planning, assure *Beardslee's* customers speedy shipments—where *Beardslee's* promise "24-hour shipments from catalog S-9" is made good.

The northern part of the second floor, is devoted to the show rooms—four in all. We give you a view of one here. They are a permanent display—



A LITTLE JOURNEY

new things are continually added—artistically arranged—easy to make an intelligent selection. Dealers and Architects find them useful—using introduction cards (supplied freely on request) to send in their customers and clients, making many sales and resulting profits, that otherwise would not have been.

Designing

The rear of the second floor is occupied by the designing room. Here are planned, by experts—artists everyone—the original models and designs, that play so important a part in making better, more artistic, more practical lighting fixtures. Here, too, special fixtures, from the rough pencil sketches of the architect and following the blue prints of the structure, are designed to conform to architecture, furnishings and decorations—appropriate, beautiful, useful and ornamental.

Drawings

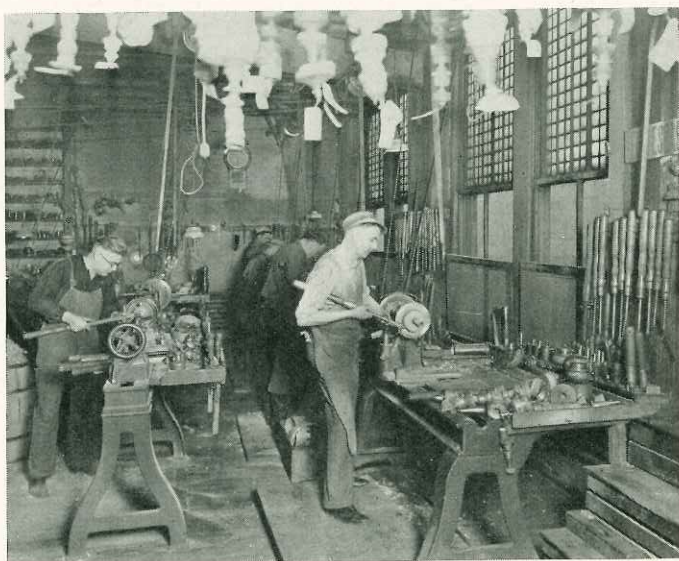
Next comes the finished full sized drawings, showing every part of the fixture, where wire ways are to be provided, all the mechanical details down to the smallest screw, for the guidance of every mechanic having any part in the making.

Long training and great skill is needed here, backed by much practical knowledge.

Here and on the third floor where the modeling and pattern making is performed, there are evidences on every hand of the thoroughness and thoughtfulness of the old craftsmen—carried on by highly skilled men of to-day.

Spinning

But the third floor's greatest point of interest to a visitor is the spinning department. To properly picture this we show three illustrations—Figures 1, 2 and 3. The first shows a corner of the department. The queer looking objects hanging from the ceiling, that bear some resemblance to fixtures are chucks strung on separate wires, each wire carrying 6 or 8 and as many as 40 chucks are often necessary for the making of a single fixture.



[illegible]

Figure 2

Now let us come down to the spindle "B" in figures 2 and 3. This spindle is made from three flat discs, the three finished pieces are shown at the right. From here on it is easy to follow the balance of the operations,

A LITTLE JOURNEY

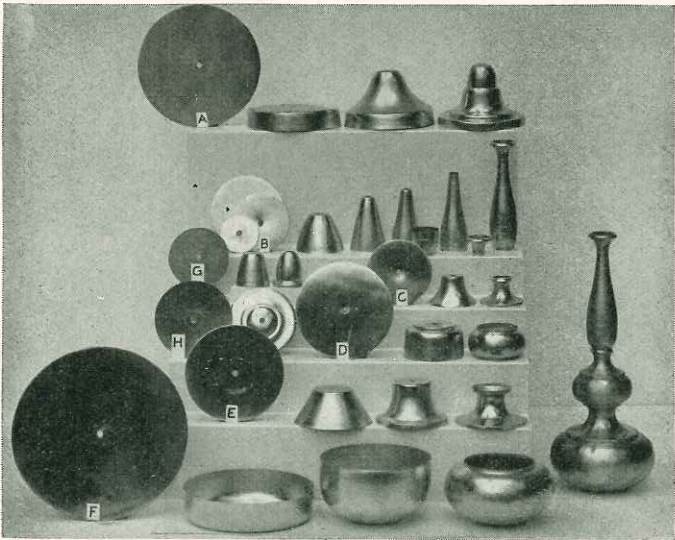


Figure 3

referring first to the drawing, figure 2 and then to the figure 3 for the corresponding pieces.

The finished spun body is shown at the right of figure and it includes all the finished parts shown except the canopy "A".

Assembly

A small part of the fourth floor is pictured here and shows the assembly department, where the seemingly intricate mixture and confusion of thousands of parts—properly boxed and filed of course—in a multitude of varying sizes and finishes, by some process, to the uninitiated, approaching the magical, resolve themselves into what begins to resemble the outline of



TO BEARDSLEE LAND

a fixture and right under your eyes and before you hardly realize it, expert mechanics have converted these dozens of parts into a thing of beauty and utility—a **Beardslee** lighting fixture.



Fine Finish

The fifth floor is occupied by the finishing, buffing, plating, polishing and lacquering departments. Here extraordinary care is used to give appearance and durability of finish to the fixtures—gold, nickel, brass, silver, scoured iron, polychrome, etc.—all are produced here and then lacquered to prevent tarnish.

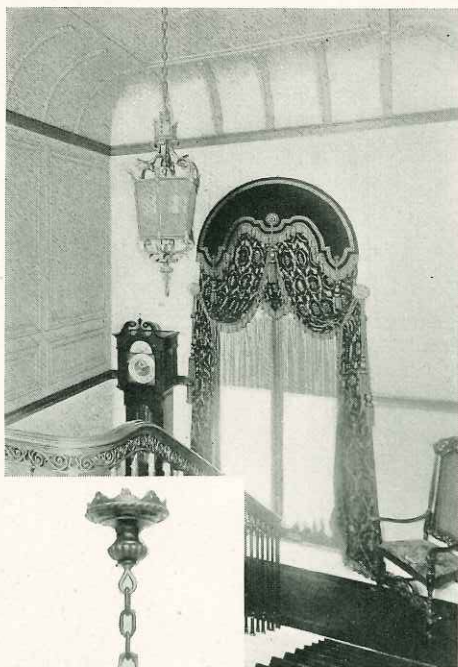


Special Orders

Special order work for churches, schools, public buildings, theatres, banks, etc., in the hands of highly trained artisans is the outstanding operation of interest on the sixth floor (see above). Here we see the fixtures that have been so carefully and artistically planned to fit special conditions and surroundings—rough ideas that originated in the fertile imagination of the architect, transformed into practical reality, growing under master hands piece by piece into concrete form, reproducing and, because of **Beardslee's** long and specialized experience, often improving on the artist's or architect's first visualization.

Space will not permit of but a brief mention of the hand decorating, sand blasting, the foundry, the blacksmith shop, the plating vats, the tools, lathes and machinery for forming metals, the apparently endless stocks of parts, glass, copper, bronze, iron, etc., and the careful wrapping, packing and boxing—a real feature of **Beardslee's** service to the Lighting Fixture trade. **Beardslee** realizes that Lighting Fixtures must have careful handling from original design to installation if they are to do their full duty and look their best.

To a visitor to the **Beardslee** factory, the one thing that stands out is the conviction after going through the entire building, that here the supreme thought is good design, good material, skillfully and artistically handled to the end that Lighting Fixtures beautiful in design and finish will be the certain result.



Rich
Beauty
of
Line
and
Curve



K20-16

HERE and on the opposite page is visible proof of *Beardslee* effectiveness in designing and supplying Lighting Fixtures, supremely suitable for fine homes.

This splendidly proportioned hall and stairway called for equally well designed Lighting Fixtures. The Lantern (K20-16) shown here, met all requirements, containing as it does grace and elegance of line.

Good buildings deserve good Lighting Fixtures. *Beardslee's* stock and special designed and built-to-order Lighting Fixtures provide efficiency and economy as far as consistent with beauty.

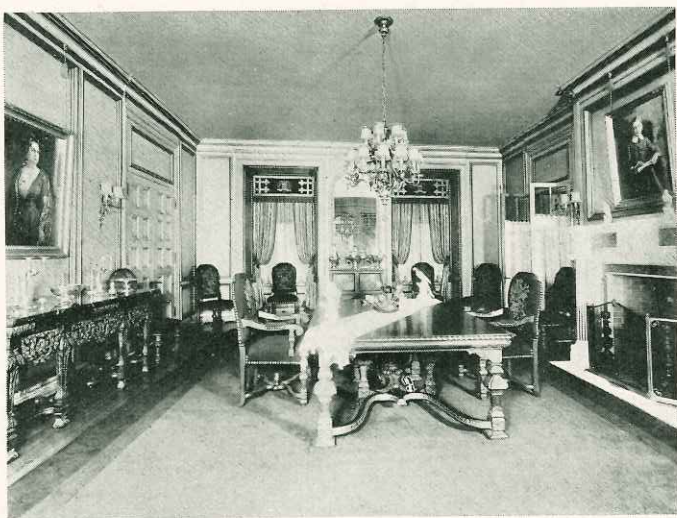
THE same residence as pictured on the preceding page contains many other *Beardslee* Lighting Fixtures. The Wall Bracket, one of several, (N20-83) to the right will also be seen in the interior below, which, too, is well lighted with a graceful *Beardslee* ceiling fixture (C20-53).

There is a real and lasting pleasure in having supplied or purchased beautiful lighting fixtures for a beautifully executed interior.

Leading architects and interior decorators come to *Beardslee* with their artistic and practical problems and never go away unsatisfied.



N20-83



Confidence is the backbone of all business. Don't do or say anything that would tend to destroy it. Quite pertinent today.

Red Lights—Green Lights—Eggs

There's a new use for stop lights in town—besides directing traffic. People who live along Chicago boulevards and other "stop-lighted" streets have discovered that they can time their eggs, by dropping them into boiling water and waiting for "two reds and one green"—result, perfect three and half minute eggs.

"Cheap Junk"

ON the next page we quote from Mr. Harry G. Miller's letter in which he expresses regret that some people are so blind to real values that they buy "cheap junk."

Too often price is the sole basis for the sale of lighting fixtures. It should not be so. Take your own experience. How often have you gone into a store with your mind made up to pay a certain price for a certain article, and have spent more, because the salesman was able to show you, longer wear, better appearance, additional uses or conveniences in the better, higher priced article.

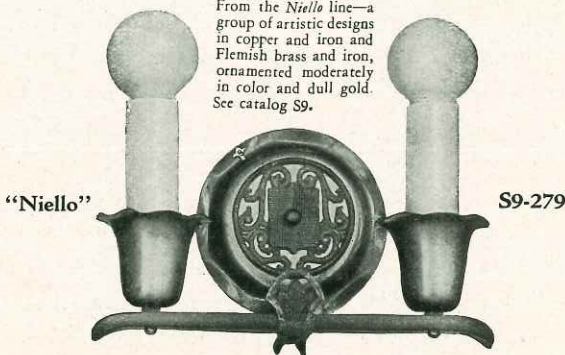
To talk quality, good design and lasting satisfaction is a good way to handle the price question. Lighting Fixtures have a life of years and the difference in cost, between a good fixture and "cheap junk," spread over several years of service, is so low as to be almost ridiculous to think of in terms of money.

Someone Has Well Said—

"That a thing that costs twice as much, costs no more if kept twice as long." It really costs less to "board and room" a *Beardslee* Lighting Fixture than "cheap junk"—it costs no more to "own" because it lasts longer and retains its good design and finish for long years.

Tackle the "cheap junk" problem with the weapon of long life, first class design and quality and you will win.

From the *Niello* line—a group of artistic designs in copper and iron and Flemish brass and iron, ornamented moderately in color and dull gold. See catalog S9.





Bouquet from Mr. Miller



MR. Harry G. Miller, Rhinebeck, N. Y., writes a breezy, interesting letter too long to quote entirely but this sounded good to us "I always tell . . . that **Beardslee** is as near 100% efficiency as there is, as I have always found you very careful. The only thing I regret is, that if all my customers would pay a little more, I could use all **Beardslee** fixtures instead of some of the cheap junk that is on the market these days."

Thank you! Mr. Miller. A word of praise, occasionally, for the fellow doing the best possible as a matter of policy and pride in making good goods, is always welcome. It's a kindly, thoughtful act not easily forgotten.



Kentucky Banks Are Buying



The State National Bank, Maysville, Ky., has bought seven E2793 ceiling lights, 24" diameter, **Beardslee** made, and they were sold and installed by The Maysville Natural Gas Supply Co.

The building of the Third National Bank, Ashland, Ky., has just been improved by the addition of two **Beardslee** outside brackets, X25-255. The sale and installation was made by the J. C. Williams Electric Co.



How Can You Stay Away?



We cannot understand how a live merchant can stay away from the convention of the *Artistic Lighting Equipment Association*, at Washington, D. C., February 9th to 15th. But, if you are about dead, and ready to be buried, and don't care to live any longer in the business world, then there will not be much use for you to attend. But if there is a spark of business life left in you, and you want to remain in business, come to the convention and see if the business sessions and talks, the many exhibits and the live ones you will meet there, will not fan that spark into a big blaze of live enthusiasm for greater 1930 business.

RETURN TO
DESIGN DIV.
BUSINESS
BUILDERS

To the Lighting Fixture Dealer, who is alive to every opportunity for increased business and profits, there are three *Beardslee* catalogs that are indispensable.

CATALOG 44. To sell Lighting Fixtures to schools, factories, stores, office buildings, show rooms, etc., this catalog is your sure, safe business builder. Send for your copy.

CATALOG D9 Displays the *WILLIAMSON* line—the sensational successes, "*Shaded Light Fixtures*,"—are included in this catalog and it should be in your file.

CATALOG S9. Every one of the 400 items in this catalog—crystal fixtures, outdoor and indoor fixtures of every type, kitchen and bathroom units etc., is carried in stock and shipments are made in 24 hours. With this catalog at your right hand, you can profit by any rush job—without worry about delivery.

BEARDSLEE CHANDELIER MFG. CO.
C H I C A G O

